

| | | | | | | | | | |
|------------|---------|------|---|--------|---------|----------------|--------------------|----------|--------|
| Rep Order# | 6861786 | Ver# | 3 | Status | Revised | Traffic Order# | 10/19/2012 8:16 AM | Printed: | 1 of 6 |
|------------|---------|------|---|--------|---------|----------------|--------------------|----------|--------|

Last Received: 10/17/2012 8:29 PM
Showing Buylines: All Rep & Sta Revised Lines

| | | | | | |
|-------------------|-------------------------|---------------|-------------------------|---------------------------|------------------|
| Station | WAVY-TV NORFOLK, VA. | Agency | () MENTZER MEDIA | Rep Firm | |
| Advertiser | () .RESTORE OUR FUTURE | | 600 FAIRMONT AVE, S#306 | Sales Office | () PHILADELPHIA |
| Product | RESTORE OUR FUTURE | | TOWSON, MD 21286 | Salesperson | () ANJIE BRADY |
| Estimate# | 550 | | Agency C/P1/P2/E | | |
| Buyer | STEPHANIE KOHLBAUER | | //550 | Salesperson Phone# | 215-567-6005 |
| Phone# | | | Flight Dates | Salesperson FAX# | 215-567-5938 |
| Fax# | | | Hiatus Weeks | | |

-- CONTRACT COMMENT --

$$S^* = S$$

-- REMARKS --

VER 3 ISSUE ADD TO SKED LNS 44-67
REVISED TOTAL 182,600
PLS CONFIRM ASAP
THANKS, ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|------|---------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | *44 | TU-F | 6A-7A | AM NEWS | :30 | \$2,000.00 | 10/23-10/26 | 4 | 1 | 4 | \$8,000.00 | |
| | | | | Buyline Comment: AM NEWS ADD TO SKED | | | | | | | | |
| | | | | Sales Remark: V3 ADD TO SKED | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *45 | TU-F | 7A-9A | TODAY SHOW | :30 | \$2,000.00 | 10/23-10/26 | 2 | 1 | 2 | \$4,000.00 | |
| | | | | Buyline Comment: TODAY SHOW ADD TO SKED | | | | | | | | |
| | | | | Sales Remark: V3 ADD TO SKED | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *46 | TU-F | 11A-12P | HAMPTON ROADS SHOW | :30 | \$200.00 | 10/23-10/26 | 4 | 1 | 4 | \$800.00 | |
| | | | | Buyline Comment: HAMPTON ROADS SHOW ADD TO SKED | | | | | | | | |
| | | | | Sales Remark: V3 ADD TO SKED | | | | | | | | |
| | | | | V3 Added | | | | | | | | |
| | *47 | M | 11A-12P | HAMPTON ROADS SHOW | :30 | \$200.00 | 10/29-10/29 | 1 | 1 | 1 | \$200.00 | |
| | | | | Buyline Comment: HAMPTON ROADS SHOW ADD TO SKED | | | | | | | | |
| | | | | Sales Remark: V3 ADD TO SKED | | | | | | | | |
| | | | | V3 Added | | | | | | | | |

M 11A-12P
Buyline Comment: HAMPTON ROADS SHOW
ADD TO SKED
Sales Remark: V3 ADD TO SKED
V3 Added

Last Received: 10/17/2012 8:29 PM
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Station WAVY-TV NORFOLK, VA.
Advertiser () .RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 550
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //550
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|---------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | *60 | SA | 7A-8A | SAT AM NEWS Buyline Comment: SAT AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$800.00 | 10/27-10/27 | 1 | 1 | 1 | \$800.00 | |
| | *61 | SA | 6P-630P | SAT 6P NEWS Buyline Comment: SAT 6P NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$500.00 | 10/27-10/27 | 1 | 1 | 1 | \$500.00 | |
| | *62 | SU | 7A-8A | SUN AM NEWS Buyline Comment: SUN AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$800.00 | 10/28-10/28 | 1 | 1 | 1 | \$800.00 | |
| | *63 | SU | 6P-7P | SUN 6P NEWS Buyline Comment: SUN 6P NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$500.00 | 10/28-10/28 | 1 | 1 | 1 | \$500.00 | |
| | *64 | SU | 7P-815P | FOOTBALL NIGHT IN AMERICA Buyline Comment: FOOTBALL NIGHT IN AMERICA ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$1,800.00 | 10/28-10/28 | 1 | 1 | 1 | \$1,800.00 | |
| | *65 | M | 8P-10P | THE VOICE Buyline Comment: THE VOICE ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$4,000.00 | 10/29-10/29 | 1 | 1 | 1 | \$4,000.00 | |

EC'd Yes Last Received: 10/17/2012 8:29 PM Showing Buylines: All Rep & Sta Revised Lines

| | | |
|---|---|---|
| Station WAVY-TV NORFOLK, VA. Advertiser () .RESTORE OUR FUTURE Product RESTORE OUR FUTURE Estimate# 550 Buyer STEPHANIE KOHLBAUER Phone# Fax# | Agency () MENTZER MEDIA 600 FAIRMONT AVE, S#306 TOWSON, MD 21286 Agency C/P1/P2/E //550 Flight Dates 10/23/2012 - 10/29/2012 Hiatus Weeks | Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938 |
|---|---|---|

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|-----|-----|-----------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | *66 | M | 6A-7A | AM NEWS Buyline Comment: AM NEWS ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$2,000.00 | 10/29-10/29 | 2 | 1 | 2 | \$4,000.00 | |
| | *67 | M | 7A-9A | TODAY SHOW Buyline Comment: TODAY SHOW ADD TO SKED Sales Remark: V3 ADD TO SKED V3 Added | :30 | \$2,000.00 | 10/29-10/29 | 2 | 1 | 2 | \$4,000.00 | |
| | *22 | SA | 330P-7P | NCAA Buyline Comment: NCAA Station Remark: V2 PLS CXL V2 Comment Changed | :30 | \$600.00 | 10/27-10/27 | 3 | 1 | 3 | \$1,800.00 | |
| | *35 | M | 12P-1230P | NEWS AT NOON Buyline Comment: NEWS AT NOON Station Remark: V2 TP IS 12-1P V2 Comment Changed | :30 | \$300.00 | 10/29-10/29 | 1 | 1 | 1 | \$300.00 | |
| | *38 | M | 630P-7P | NBC NIGHTLY NEWS Buyline Comment: NBC NIGHTLY NEWS Station Remark: V2 PLS REVISE TO 2500 V2 Comment Changed | :30 | \$1,500.00 | 10/29-10/29 | 1 | 1 | 1 | \$1,500.00 | |
| | *43 | M | 8P-9P | THE VIOCE Buyline Comment: THE VIOCE Station Remark: V2 TP IS 8-10P V2 Comment Changed | :30 | \$4,000.00 | 10/29-10/29 | 1 | 1 | 1 | \$4,000.00 | |

Station WAVY-TV NORFOLK, VA.
Advertiser ().RESTORE OUR FUTURE
Product RESTORE OUR FUTURE
Estimate# 550
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //550
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Report Totals: 55 / \$77,500.00

---SALES MONTHLY TOTALS---

Oct 12: 107 / \$138,900.00 Nov 12: 28 / \$43,700.00
Sales Totals: 135 / \$182,600.00
Station Totals: 135 / \$182,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$468,205 | CATV 0% | WAVY 39% | WGNT 0% | WPXV 0% | WTKR 24% |
| | | WTVZ 0% | WVBT 6% | WVEC 31% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE